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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number 10/066,811

Filing Date February 4, 2002

First Named Inventor Thomas E. Ward III

Art Unit 2623

Examiner Name Fred H. Peng

Attorney Docket Number IS/074 Cont. 4

**ENCLOSURES (Check all that apply)**☐ Fee Transmittal Form☐ Fee Attached☒ Amendment/Reply☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☐ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Reply to Missing Parts/  
Incomplete Application☐ Reply to Missing Parts  
under 37 CFR 1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a  
Provisional Application☐ Power of Attorney, Revocation  
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) \_\_\_\_\_☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board  
of Appeals and Interferences☐ Appeal Communication to TC  
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s) (please identify  
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**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name Ropes &amp; Gray LLP

Signature

Printed name Brian E. Mack

Date September 19, 2007

Reg. No. 57,189

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.  
Application No. : 10/066,811 Confirmation No.: 6065  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION  
Art Unit : 2623  
Examiner : Fred H. Peng

New York, New York 10036  
September 19, 2007

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Responsive to the Office Action mailed June 19, 2007,  
(hereinafter "Office Action"), applicants respectfully request  
reconsideration in view of the following remarks.

Remarks begin on page 2 of this Reply.